What is claimed is:

1) A system for creating and maintaining information in a database of subjects, available to a population of users, comprising:

   a) describing a database subject using a plurality of natural-language terms, each of such plurality of natural-language terms having relevance to the subject according to an involved subset of such population of users;

   b) rating the degree of relevance of each of such plurality of natural-language terms to such database subject according to each of such involved subset of such population of users;

   c) associating, in such database, such respective natural-language terms and respective degrees of relevance with each such database subject; and

   d) computing, for such involved subset of such population of users, in such database, an overall degree of relevance of each of such plurality of natural-language terms to such database subject.

2) The system according to Claim 1, further comprising:

   a)   associating with a particular user a set of particular-user-preferred such natural-language terms from such plurality of natural-language terms;

   b)   using such particular user's preferred such set of particular-user-preferred such natural-language terms, searching such database for database subjects associated with such set of particular-user-preferred such natural-language terms;

   c)   determining a set of relevant such database subjects as are correlated with a high aggregate degree of relevance among such respective overall degrees of relevance of such set of respective particular-user-preferred such natural-language terms; and

   d)   presenting to such particular user information about such relevant database subjects.

3) The system according to Claim 1 further comprising:

    a)   presenting to a particular user information about a particular such database subject and such associated respective relevant natural-language terms with such respective overall degrees of relevance;

    b)   collecting, from such particular user, such particular user's opinions about respective degrees of relevance to such particular database subject of such respective presented natural-language terms;

    c)   adding such particular user to such involved subset of such population of users and adding such particular user's opinions to such database; and

    d)   updating, in association with such particular database subject, in such database, such overall degree of relevance of each of such plurality of natural-language terms associated with such particular database subject.

4) The system according to Claim 2 further comprising:

   a) presenting to a particular user information about a particular such database subject and such associated respective relevant natural-language terms with such respective overall degrees of relevance;

   b) collecting, from such particular user, such particular user's opinions about respective degrees of relevance to such particular database subject of such respective presented natural-language terms;

   c) adding such particular user to such involved subset of such population of users and adding such particular user's opinions to such database; and

   d) updating, in association with such particular database subject, in such database, such overall degree of relevance of each of such plurality of natural-language terms associated with such particular database subject.

5) The system according to Claim 4 further comprising:

   a)   providing a software management system to directly manage such database and such population of users essentially without outside management; and

   b)   providing for variables in such software management system to be configurable without affecting such direct management operations;

   c)   wherein such software management system comprises:

      i)   soliciting of sufficient information from such users for automatic role qualification enhancing software selection and maintenance of a management sub-community;

      ii)   measuring management efforts of each of such management sub-community;

      iii) queing of qualified users for a next opening in such management sub-community;

      iv)   setting of goals for each of such management community; and

      v)   managing a reward system to reward management efforts of each of such management sub-community.

6) The system according to Claim 1 further comprising:

  a) collecting, from each user of such involved subset of such population of users, information about such user's knowledge of and experience with such database subject;

  b) assessing, based at least in part upon such information, a relative weight to be given to such user's opinions about such database subject; and

  c) for the purposes of computing, for such involved subset of such population of users, in such database, an overall degree of relevance of each of such plurality of natural-language terms to such database subject, applying a respective such relative weight for each respective such user's such rating of such degree of relevance in such manner that a more-knowledgable such user's such rating counts for more in such "overall" computing than does a less-knowledgable such user's such rating.

7) The system according to Claim 6 further comprising:

a) determining first such user's role as member or contributor;

b) assigning a multiplier-value based on such first determining;

c) determining second whether such user has personally experienced the subject;

d) assigning a multiplier-value based on such second determining;

e) determining third such user's self-reported qualification to judge such subject;

f) assigning a multiplier-value based on such third determining;

g) determining fourth other users' overall ratings of subjects added by such user;

h) assigning a multiplier-value based on such fourth determining;

i) determining fifth other users' degree of agreements with comments added by such user;

j) assigning a multiplier-value based on such fifth determining; and

k) multiplying together all such multiplier-values to determine such relative weight.

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8) The system according to Claim 1 further comprising:

   a)   rating the relative overall value of each such
        database subject according to the opinion of each of
        such involved subset of such population of users;

   b)   collecting comments about each such database subject
        according to the opinion of each of such involved
        subset of such population of users; and

   c)   associating, in such database, respective such
        ratings of relative overall value and respective such
        collected comments with respective such database
        subjects.

9) The system according to Claim 3 further comprising:

   a)   accumulating, storing, and analyzing all
        associations, including subject categorizations, of
        all such overall degrees of relevance of all of such
        plurality of natural-language terms associated with
        all such database subjects;

   b)   determining preferred such natural-language terms,
        according to such population of users, for selected
        categories of subjects.

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10) The system according to Claim 2 wherein such determining a set of relevant such database subjects as are correlated with a high aggregate degree of relevance among such respective overall degrees of relevance of such set of respective particular-user-preferred such natural-language terms comprises determining an ordered set of relevant such database subjects as are correlated with a highest aggregate degree of relevance among such respective overall degrees of relevance of such set of respective particular-user-preferred such natural-language terms.

11) The system according to Claim 10 wherein such presenting to such particular user information about such relevant database subjects includes presenting to such particular user an ordered set of relevant such database subjects as are correlated with a highest aggregate degree of relevance among such respective overall degrees of relevance of such set of respective particular-user-preferred such natural-language terms.

12) An Internet website client-server computer system, for use to determine a level of subject interest for each one of a population of users by capturing other users' (of such population of users) opinions about the degree of relevance of each of a respective set of natural language descriptive terms to each of a respective set of subjects, comprising:

a) a server database system of subjects, each associated with a set of relevant natural-language terms for describing each such subject;

   i) wherein each of a respective subset of such terms has been assigned, by each of a subpopulation of such population of users, a degree of relevance with respect to a respective such subject;

b) a client interface system arranged so that such one user may select a set of preferred such natural-language terms which, to such one user, best describe preferred "subjects of interest" to such one user;

c) a server computer processor system connected with said server database system and said client interface system; and

d) a server computer software system, operational with said server computer processor system, arranged to provide search processing using such server database system to:

i)   determine an overall, according to such
     population of users, degree of relevance of each
     such preferred natural-language term to each
     such associated subject of such server database
     system, and

ii) determine a set of search-return "subjects of
     interest" each having at least a specified
     aggregate degree of relevance considering each
     such overall degree of relevance of each such
     preferred natural-language descriptive term to
     each associated such subject; and

iii) return such set of search-return "subjects of
     interest" to such client interface system of
     such one user.

13) The system according to Claim 12 wherein such set of
     search-return "subjects of interest" is ordered
     according to relative such aggregate degree of
     relevance.

14) A business system, for a developer of web computer systems of the type involving supporting a community of users searching for particular subject information, to achieve additional revenue from customers using such computer systems, comprising the steps of:

   a) providing for such computer systems to operate essentially without customer website management;

   b) providing for such computer systems to directly motivate and automatically manage the direct collection of sponsor revenue from respective entities desiring to sponsor a respective particular item of such subject information; and

   c) charging such customer, for use of such computer systems, an amount comprising a portion of such sponsor revenue.

15) The business system according to Claim 14 wherein such particular item of such subject information comprises an exceptional user experience, thereby motivating location-based such entities and a product-based such entities to paying for a plurality of sponsorships.

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16) A business system, for a developer, for use by customers having websites, of web computer systems of the type involving supporting a community of users interacting with a database searching for particular subject information, comprising:

a) providing for such computer systems to comprise software management systems to directly manage such database and such community of users essentially without customer website management; and

b) providing for variables in such software management systems to be configurable by such customer without affecting such direct management operations;

c) wherein such software management systems comprise:

i) soliciting of sufficient information from users for automatic role qualification enhancing software selection and maintenance of a management sub-community;

ii) measuring management efforts of each of such management sub-community;

iii) queing of qualified users for a next opening in such management sub-community;

iv) setting of goals for each of such management community; and

v) managing a reward system to reward management efforts of each of such management sub-community.

17)   A business system, supplied by a developer, for use
       by customers having websites comprising web server
       computer systems of the type involving supporting a
       community of users, having client computer systems,
       interacting with a database searching for particular
       subject information, comprising providing, for
       website use:

   a)   computer software means for direct automatic
        management of such database and such community of
        users essentially without customer website
        management; and

   b)   computer software means for permitting such customer
        to configure a large set of variables in such
        computer software means for direct automatic
        management of such database and such community of
        users without affecting full operation of such direct
        automatic management;

   c)   wherein such computer software means for direct
        automatic management of such database and such
        community of users essentially without customer
        website management comprises:

      i)   computer software means for soliciting of
           sufficient information from such users for
           automatic role qualification enhancing automatic
           selection and automatic maintenance of a
           management sub-community;

ii) computer software means for automatically measuring management efforts of each of such management sub-community;

iii) computer software means for automatically providing queing of qualified users for a next opening in such management sub-community;

iv) computer software means for automatic setting of goals for each of such management community; and

v) computer software means for automatically managing a reward system to reward management efforts of each of such management sub-community.

18)   The business system according to Claim 17, wherein
        such computer software means for direct automatic
        management of such database and such community of
        users essentially without customer website
        management further comprises:

    a) computer software means for describing a database
        subject using a plurality of natural-language terms,
        each of such plurality of natural-language terms
        having relevance to such subject according to an
        involved subset of such community of users;

    b) computer software means for rating the degree of
        relevance of each of such plurality of natural-
        language terms to such database subject according to
        each of such involved subset of such community of
        users;

    c) computer software means for associating, in such
        database, each respective natural-language term of
        each such plurality of natural-language terms and
        such associated respective degree of relevance with
        each such database subject; and

    d) computer software means for computing, for such
        involved subset of such community of users, in such
        database, an overall degree of relevance of each of
        such plurality of natural-language terms to such
        database subject.

19) The business system according to Claim 17, wherein such computer software means for direct automatic management of such database and such community of users essentially without customer website management further comprises:

a) computer software means for automatically assisting such management sub-community to solicit subject sponsors; and

b) computer software means to permit such subject sponsors automatically to send website materials and pay fees.

20) The business system according to Claim 17, wherein such computer software means for automatically managing a reward system to reward management efforts of each of such management sub-community comprises:

a) a computer software system for measuring and storing each contribution, including users' comments, to the database of each of such management sub-community; and

b) making available to each of such management sub-community a contributor record of how many views other users have made of such contributions, including how many users agreed with such contributor's comments.

21) The business system of Claim 20 wherein such contributor record is associated with the phrase, "lives touched".

22) The business system according to Claim 17 wherein such computer software means for automatically managing a reward system to reward management efforts of each of such management sub-community comprises a computer software system configurable to automatically allocate percentage rewards to a particular one of such management sub-community as a percentage of a settable pool.

23) The business system according to Claim 22 wherein such percentage rewards from such pool may be paid only to a settable percentage of such management sub-community.

24) The business system according to Claim 17 wherein such computer software means for direct automatic management of such database and such community of users essentially without customer website management further comprises:

a) computer software means for automatically aggregating all user-proposed items for database adds, changes, and deletions into a review queue to which such management sub-community has access; and

b) computer software means for automatically requiring at least one of such management sub-community to review and approve any such item before website publication is implemented.

25)   The business system according to Claim 24, wherein:

    a)   such review queue is multi-level based essentially on
        item "aging"; and

    b)   escalating rewards are offered to at least a set of
        such management sub-community for disposal of "older"
        items.

26)   The business system according to Claim 25 wherein
such computer software means for automatically
managing a reward system to reward management efforts
of each of such management sub-community comprises a
computer software system wherein each of such
management community may be motivated to perform
highly specific actions to further business
objectives of such business system by automatically
awarding more or less rewards for specific actions to
influence behavior.

27)   The business system according to Claim 25 wherein
such computer software means for automatically
managing a reward system to reward management efforts
of each of such management sub-community may be
configured "on the fly".

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28) A business system, supplied by a developer, for use by customers having websites comprising web server computer systems of the type involving supporting a community of users, having client computer systems, interacting with a database searching for particular subject information, comprising providing, for website use:

a) computer software means for direct automatic management of such database and such community of users essentially without customer website management; and

b) computer software means for permitting such customer to configure a large set of variables in such computer software means for direct automatic management of such database and such community of users without affecting full operation of such direct automatic management;

c) wherein such computer software means for direct automatic management of such database and such community of users essentially without customer website management comprises:

i) computer software means for soliciting of sufficient information from such users for automatic role qualification enhancing automatic selection and automatic maintenance of a management sub-community;

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ii) computer software means for automatically measuring management efforts of each of such management sub-community;

iii) computer software means for automatically providing queing of qualified users for a next opening in such management sub-community;

iv) computer software means for automatic setting of goals for each of such management community;

v) computer software means for automatically managing a reward system to reward management efforts of each of such management sub-community;

vi) computer software means for automatically assisting such management sub-community to solicit subject sponsors; and

vii) computer software means to permit such subject sponsors automatically to send website materials and pay fees;

viii) computer software means for automatically aggregating all user-proposed items for database adds, changes, and deletions into a review queue to which such management sub-community has access; and

ix) computer software means for automatically requiring at least one of such management sub-community to review and approve any such item before website publication is implemented;

x) wherein:

>   (1)   such review queue is multi-level based
> essentially on item "aging"; and
>
>   (2)   escalating rewards are offered to at least
> a set of such management sub-community for
> disposal of "older" items;

xi) wherein such computer software means for automatically

managing a reward system to reward management efforts of each of such management sub-community comprises a computer software system configurable to automatically allocate percentage rewards to a particular one of such management sub-community as a percentage of a settable pool; and

xii) wherein such percentage rewards from such pool may be paid only to a settable percentage of such management sub-community.

29) The business system according to Claim 28 wherein such computer software means for direct automatic management of such database and such community of users essentially without customer website management further comprises:

a) computer software means for describing a database subject using a plurality of natural-language terms, each of such plurality of natural-language terms having relevance to such subject according to an involved subset of such community of users;

b) computer software means for rating the degree of relevance of each of such plurality of natural-language terms to such database subject according to each of such involved subset of such community of users;

c) computer software means for associating, in such database, each respective natural-language term of each such plurality of natural-language terms and such associated respective degree of relevance with each such database subject; and

d) computer software means for computing, for such involved subset of such community of users, in such database, an overall degree of relevance of each of such plurality of natural-language terms to such database subject.

30) A computer system, usable by a large population of
Internet users, for creating and maintaining
information in a searchable database of defined
categories of subjects, comprising, in combination:

a) storage means for storing a large corpus of natural
language terms for describing such subjects;

b) relevancy storage means for storing, associated with
each such defined category, at least a respective
subset of such terms most relevant, according to said
population, to such subject within such respective
defined category;

c) processing means for updating such relevancy storage
means;

d) processing means for presenting to one such user, in
association with one such subject, a plurality of
such terms most relevant to such subject;

e) interface processing means for assisting such user to
choose from such plurality of such presented terms a
plurality of such-user-preferred most-relevant such
terms to such subject;

f) interface processing means for assisting such user to
rate on a predefined scale the relative degree of
relevance of each such most-relevant term to such one
subject;

g) storage means for storing such respective ratings of
such respective most-relevant terms for such
respective subject according to each of a
subpopulation of such respective users;

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h) processing means for computing, for such subpopulation, a preselected type of overall degree of relevance to each respective such subject of each respective such most-relevant term;

i) interface processing means for assisting a particular user to base a subject search at least upon a chosen set of particular-user-preferred such natural language terms;

j) processing means for, using such particular user's preferred such set of particular-user-preferred such natural-language terms, searching such database for database subjects associated with such set of particular-user-preferred such natural-language terms;

k) processing means for determining a set of relevant such database subjects as are correlated with a determined specified high aggregate degree of relevance among such respective overall degrees of relevance of such set of respective particular-user-preferred such natural-language terms; and

l) interface processing means for presenting to such particular user information about such determined set of such relevant database subjects which might be of interest to such particular user.

31) The system according to Claim 30 wherein such predefined scale, for a system for which English is the natural language comprises essentially at least three of the following levels of modifiers: "slight", "somewhat", "important", "very", "extremely".

32) The system according to Claim 30 wherein such processing means for computing, for such subpopulation, a preselected type of overall degree of relevance to each respective such subject of each respective such most-relevant term comprises:

   a) a storage means for dating each such user ratings of such degree of relevance of such natural-language term; and

   b) a processing means for removing such user ratings of more than a selected age from being used in such computing of such overall degree of relevance.

33)   The system according to Claim 30 wherein such processing means for updating such relevancy storage means comprises:

a) determine which of such natural-language terms have been used most in such defined category -- as top words;

b) determine percentage breakdown of top words by first alphabet letter of all such natural-language terms in such defined category;

c) find the selected number of such natural-language terms to be displayed in each display process;

d) for each set of first-alphabet-letter words and each such selected number, grab the specified percentage of top words; and

e) applying the above four steps once each selected timeframe to update such relevancy storage means.

34)   The system according to Claim 30 wherein such
       interface processing means for assisting a particular
       user to base a subject search at least upon a chosen
       set of particular-user-preferred such natural
       language terms further comprises:

   a) interface processing means for assisting such
       particular user to select other search options on
       which to co-base such subject search;

   b) wherein such other search options are selected from
       the class which consists essentially of

       i)   a defined category of subjects

       ii)   a defined subcategory of subjects

       iii) a defined location of subjects

       iv)   a defined subject

       v)   a defined organization name

       vi)   a defined sum of money to spend

       vii) a defined amount of time to spend.

35)   An Internet website client-server computer system,
       for use to determine by e-mail survey a level of
       subject approval for each one of a population of
       survey participants by capturing each such
       participant's opinions about the degree of relevance
       of each of a respective set of natural language terms
       to each of a respective set of subjects, comprising:

   a) a client interface system arranged so that a survey
       taker may indicate at least:

       i)   a defined question for the survey,

       ii) a such set of subjects to be evaluated,

       iii) a such set of natural-language terms to be rated
            as to relevancy to each subject,

       iv) a participant audience, and

       v)   a time-frame for response;

   b) a server computer processor system connected with
       said client interface system; and

   c) a server computer software system, operational with
       said server computer processor system, arranged to
       provide survey processing comprising:

       i)   compiling a survey file and survey document in
            accordance with survey taker input,

       ii) communicating such survey document to such
            participant audience, and

       iii) receiving and tabulating responses.

36)   The system according to Claim 36 further comprising
       displaying survey results at a publicized URL.

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37)   A system as in any one of Claims 1-36 in which such
       subjects consist essentially of exceptional
       experiences.

38)   A system as in any one of Claims 1-36 in which such
       natural-language terms are essentially evaluative.

39)   A system as in any one of Claims 1-36 in which such
       natural-language terms are essentially evaluative and
       essentially indicate approval.

40)   A system as in any one of Claims 1-36 in which:
  a)   such subjects consist essentially of exceptional
        experiences; and
  b)   such natural-language terms are essentially
        evaluative.

41)   A system as in any one of Claims 1-36 in which:
  a)   such subjects consist essentially of exceptional
        experiences; and
  b)   such natural-language terms are essentially
        evaluative and essentially indicate approval.